

Notice of References Cited

Application/Control No.

09/474,631

Applicant(s)/Patent Under
Reexamination
SAMRA ET AL.

Examiner

Eric Shaffer

Art Unit

2163

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
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	B	US-6,006,197	12-1999	d'Eon et al.	705/10
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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	"Increasing customer value by integrating Data Mining and Campaign Management software", Direct Marketing Magazine, February 1999.
	V	"Building Data Mining Applications for CRM" by Alex Berson, Kurt Thearling and Stephen Smith, 1999.
	W	www.thearling.com
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.